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Voluntary Public

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United Arab Emirates

Post: Dubai

Reverse Trade Mission to Summer Fancy Food Show

Report Categories:

CSSF Activity Evaluation

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Report Highlights:

Seven representatives of major food importing companies based in Kuwait and the United Arab Emirates attended the Summer Fancy Food Show in New York this year. Collectively, they reported \$780,000 in projected imports of U.S. food products in the next 12 months as a direct result of their visit to the show.

General Information:

NAME OF SHOW: Summer Fancy Food Show

DATES: June 30 – July 2, 2013

CITY, COUNTRY: New York, New York, U.S.A.

I. STATISTICAL SUMMARY

A. Participants

The Office of Agricultural Affairs (OAA), Dubai promoted the Summer Fancy Food Show among food traders in the 5 GCC countries covered by the office (Bahrain, Kuwait, Oman, Qatar and the UAE). For the first time, OAA recruited a total of 15 participants, representing 7 major food companies from the UAE, and Kuwait. Unfortunately, due to last minute change of plans and delayed issuance of U.S. entry visa, 8 participants representing 3 companies were forced to cancel their planned visit to the show. One of the participants was sponsored by Food Export Northeast. An OAA Dubai staff accompanied the group to the show.

Country	Participant
UAE	4
Kuwait	3

OAA received 4 completed post show survey forms from the delegates.

Participants Rating of Various Aspects of the Event:

Criteria	Rating			
	Excellent	Good	Poor	N/A
Effectiveness of the Show	3	1		
Quality of Exhibitors	4	0		
Pre-Show Assistance	1	1	1	1
On-Site Show Assistance	2	2		
Quality of Seminars if Applicable	1			3

B. Results

Data summary:

- Value of confirmed orders at the show

\$0

- | | |
|---|--------------|
| • Number of contacts generated during the show | 60 |
| • Value of current imports from the United States | \$44,200,000 |
| • Combined expected increase in imports over the next 12 months | \$780,000 |

II. FAS FIELD EVALUTATION

A. MARKET CONSTRAINTS AND OPPORTUNITIES

CONSTRAINTS:

- U.S. Exhibitors' limited knowledge of the GCC market, rules and regulations and the prevailing consumers' culture in the GCC markets.
- This exhibition appears more suitable for U.S. and other surrounding markets, as it allows exhibitors to entertain orders from buyers within the American continent, without the requirement to prepare special label in non English language or provide label translation, as well as production and expiry dates that are mandatory in the GCC states. Consequently, the number of exhibited products was limited, compared to the usual wide range of available food products that are displayed in other U.S. and international shows.

OPPORTUNITIES:

- To maximize the benefits of attending the show, OAA encouraged GCC importers to work with U.S. consolidators who are able to fill a container with many mix items that they source on behalf of the importer(s).
- Favorable export conditions in the GCC that favor U.S. exporters include local exchange rates that are pegged to the U.S. dollar.
- Affluent societies with great disposable income for purchases of goods, including food.
- Open, stable and booming markets for food exporters, including those from the United States.

B. MISSION OBJECTIVES

- a) The objective of OAA Dubai for recruiting GCC food importers to attend the Fancy Food show was to increase sales of U.S. food products to the GCC-5 States.
- b) Increase U.S. food exporters' awareness of the importance of GCC-5 market.
- c) Expose GCC-5 food importers to U.S. new-to- market food products.

